

THE ALLIANCE HERALD

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REPUTATION

Some one has said that "Reputation is what men think of. Character is what God knows of."

In olden times there was vastly more difference between reputation and character than there is now. Because the people were ignorant, charlatans and fakers of all kinds were able to build up wonderful reputations that they did not deserve.

Even now in countries where the people are not educated, it is possible to deceive them in many ways. There is a good example of this in Mexico where only a small percentage of the people can read and write. Nearly every man who can read and write has been able to gather around him a little band of poor, ignorant fellows who actually believe that he is the only man who can save the country. He gets these poor fellows to go out and kill and rob their fellow men and burn their homes and destroy their business in the belief that they are freeing Mexico. These little two-by-four leaders have built up great reputations with a few people because the people are ignorant.

There is a vast difference between their reputations among these ignorant people and their real character as seen by enlightened people.

The same thing is true in the Balkans and in Turkey and in Russia and in many other parts of the world where the most of the people are not educated.

There isn't much chance for people, and especially business men, to build up false reputations in this country. Those who do not advertise or brand their goods are sometimes able to fool people for a while, but they usually are found out eventually.

For the advertiser it is next to impossible to build a false reputation. The only way he can make money is by building a reputation that will bring his customers back to him time after time and by having these customers send their friends to buy his product.

There must be character back of a reputation to do that. The Herald is careful to accept the orders of only those advertisers who have character back of their reputation and then we try to keep our readers so well educated as to what is going on in the world that they will be able to pass intelligent judgment on the things that are advertised.

The business of publishing and the business of advertising are the natural foes of deceit and of secrecy—the closest ally of deceit. Every advertisement is a volunteer soldier in the army of truth.

Even when an advertisement carries a lie, it throws the lie under the searchlight of public scrutiny so that its real character may be discerned. A lying advertisement becomes a badge of shame to its creator and a danger signal to buyers.

It is utterly impossible for any firm to build up a reputation that will continue to bring business to them year after year unless they tell the truth in their advertisements.

Thus by keeping the readers of this paper fully abreast of the times and by barring all fakes from our advertising columns we cooperate with our readers in selecting the business houses whose reputations are backed by honest character.

WE MOURN THE LOSS OF A GREAT MAN

In the death of Charles Tully of Alliance Saturday night western Nebraska lost one of her truly great citizens. Known to his many friends, rich and poor, as "Charley" he was always ready to help the deserving and to aid a meritorious cause. Those who have watched his career during past years have noted with pride his accomplishments. Starting at the bottom of the ladder he quietly but steadily climbed towards the top and was known at the time of his death as a man of big affairs.

No one man has done more in the same period of time to advance the interests of western Nebraska than has Charley Tully. He was a man of the west and believed in its future. Active in politics and business, he was always a clean fighter—never given to underhanded methods but always above board and in the open. Had he desired he could have been honored with high office but he preferred to remain in the background and used his talents towards the advancement and for the benefit of his friends. In business he had by keen foresight and good business methods made his mark.

The Herald joins in expressing its sorrow to his bereaved relatives and friends.

THE WORLD'S PREMIER INVESTMENT

The law authorizing the issue of the Liberty Loan Bonds of 1917 invests these bonds with certain advantages which no other bonds in the world, be they national, state, municipal or corporate, possess and makes them in many respects a uniquely desirable investment.

These bonds are not taxable by the nation, state, county or city; nor will any war tax subsequently levied by the United States during this war affect them. State, county and city taxes often amount to as much as three cents on the dollar; the exemption from taxation of these bonds makes them in such cases equivalent to a 6½ per cent investment. An investment absolutely safe bringing in 6½ per cent is exceptionally desirable.

The holders of these Liberty Loan Bonds are given the right, should the United States subsequently during this war issue bonds bearing a higher rate of interest, to exchange their Liberty Loan Bonds at par for similar bonds bearing the higher rate. Holders of Liberty Loan Bonds are assured that their investments will not be impaired in market value by coming in competition with later issued bonds of the government bearing a higher rate of interest.

There is yet another quality attaching to these bonds which give them a world-wide value and character which no other bonds in the world possess, and which will not only create the widest possible market for their sale when normal times come again but which will stabilize their value throughout the world. This is best expressed by the New York Times:

"One merit of the Liberty Loan is the market which it will have. No other bond will have equal value throughout the nation, or a like international value. No other bond can be bought and sold on a universal quotation and in leading centers in any amounts without spoiling the market. There will always be bids and offers for the Liberty Loan, and they may be cashed or bought for cash with the greatest ease. The Liberty Loan will be related to the money market more closely than other bonds, and, furthermore, will be related to the gold market as a consequence of having an international market.

Government bonds are now being exchanged so generally and in such sums that there is a prospect of realization of the idle dream of the past that a substitute could be found for international shipments of gold on the balance of merchandise exchanges. It is easier and safer to ship securities than specie, and the international relations are

now becoming so intimate that bonds in safe deposit may be sufficient guarantee of credit exchanges without shifting even securities from one side of the ocean to the other. The Federal Reserve Bank now balances credits by telegraphic orders on a gold fund at Washington, without shifting the gold. It is not difficult to believe that the relations between the Federal Reserve Bank and the Bank of England may yet justify the control of international exchanges in the same manner, under the safeguard of an exchange of securities as good as gold.

"These uses give a value to the Liberty Loan which can be shared with no other bonds. The modest holder of a few hundreds or thousands of the world's premier security may consider that such uses are nothing to him. That is a mistake. He may not want the loan for those purposes, but the fact that the loan has such uses adds to its value in the hands of even the smallest holders. The Liberty Loan is a national utility, whoever owns it, and its utility increases with the universality of its ownership."

The Liberty Loan Bonds are the premier security of the world today.

A TIP TO NEBRASKA AUTHORITIES

Governor Neville states that he is exceedingly well pleased with the enforcement of the new prohibition law by the local authorities over the state. In a recent letter to the editor of The Herald he states that complaints so far regarding non-enforcement of the law have been very scarce. This news is exceedingly pleasing to us.

But bootleggers will come to the state. And they will endeavor to find new ways of evading the law. The following article from The Literary Digest of June 2nd contains a tip for the authorities over the state and tells of evasion of dry laws by means of cider:

With reference to a recent article quoted in these columns about the sale of alcoholic medicines in "dry" territory, Mr. W. J. Lyons, of Dallas, Texas, writes us as follows:

"It is a notorious fact that apple cider and so-called apple-base cider, containing as much alcohol by volume as from 5 per cent to 12 per cent, are being sold in every dry county in the state of Texas, as well as nearly every dry state in the Union. For some unknown reason, the United States government does not tax apple cider containing alcohol, and even permits an apple-base cider to be made where it can be shown the base is made of apple; and many of the wholesalers dealing in this class of goods fortify or increase the volume of alcohol by addition of cane-sugar. This is shipped in kegs and barrels all over the United States in violation of the prohibition laws of the several states, and why Uncle Sam does not levy a tax on the sale of these goods, when they contain more alcohol than most of the wine being sold, is a mystery which is yet to be solved."

ADVERTISING BUYS LIBERTY BONDS

A news dispatch carries the interesting information that Julius Rosenwald, president of Sears-Roebuck & Company, the great Chicago mail-order house, has been built entirely on advertising in its different forms. We wonder how much of these bonds Alliance territory has helped to buy?

And we also remember that this business recently declared a dividend of fifteen millions of dollars in stock to the holders of the sixty millions of dollars worth of stock in the concern. In other words, in addition to the usual cash dividend of from six to eight per cent on the stock another dividend of twenty-five per cent (in stock) was given to the stockholders.

Such showings of enormous profits should spur the merchant in the small city and town to a study of advertising and the results which it brings. He should also study advertising mediums. The newspaper whose representative can talk the loudest is not always the best medium. The merchant will find, upon careful study, that the medium which pays best in returns from advertising is the paper which has the greatest bona fide circulation among the people he wishes to reach. Frequently merchants allow themselves to be deceived by the extravagant claims and promises made by advertising solicitors. The merchant fails to get the returns and then comes to believe that advertising does not pay. But the mail order house, knowing that advertising does pay, continues to advertise in every form possible and profitable year after year taking the cream of the business—the cash trade—right from under the nose of the merchant who wonders why business isn't better and who decides that he must curtail his expenses a little more and usually cuts down his advertising appropriation.

The Alliance Herald offers to advertisers service given by no other western Nebraska newspaper. It stands in a class by itself so far as circulation and the publishing of actual news is concerned. Advertisers who give this paper a careful test find this out. One firm which has been using our advertising columns a great deal during recent months has found it a paying and result-bringing proposition. Last week this firm's representative telegraphed us to hold space for a half-page ad and the copy came post haste by first mail. Such experiences as this make us believe that we are giving the service that pays. The argument is sometimes used that our advertising rates are higher than in other newspapers. This is indeed true. We could not give the service we do and maintain our large circulation unless a fair and reasonable advertising rate was charged. In spite of the knocking and statements of jealous competitors our advertising patronage continues to increase. Advertisers should remember that RESULTS ARE WHAT COUNT. We always stand back of our claims and are ready to show that this newspaper can produce results.

WHY LEAVE ALLIANCE OFF THE MAP?

In The Literary Digest for June 2nd the Burlington railroad published a two-page advertisement headed "This is the way to the three great parks," calling attention to the fact that our three celebrated national parks—Glacier, Yellowstone and Rocky Mountain (Estes) could be reached "all on one circle trip—over one railroad—on through trains." Half of the space occupied by the ad was devoted to a birdseye map of the middle west, bounded by Minneapolis, St. Paul, Chicago and St. Louis on the east and by the three national parks and the Rocky Mountains on the west.

Over the face of the map was shown in plain, black lines the different lines of the great Burlington system and at different points on these lines were located by name different towns of interest. At the west end were shown such towns as Billings, Gardiner, Cody, Denver, Colorado Springs and Manitou. Although located near the center of the map and an important railroad point, Alliance was not mentioned. We should like to see the advertisement writers of the Burlington, and the officials who employ them, call attention to western Nebraska by mentioning for the information of the public such towns as Alliance. And we would have no objection to mention of her sister cities in western Nebraska—Sidney, Scottsbluff, Bridgeport, Crawford or others. Western Nebraska will soon be known as the "bread basket" of the United States, as far as potatoes, sugar, beans and beef are concerned. The great railroad system which carries the tourists back and forth across our fertile lands, our tables and valleys, through our tunnels and around our buttes, could help us by letting the millions of readers of our national magazines know that we "are on the map."

We have enough wheat and can spare some to our allies, according to the Chicago Board of Trade, which, in giving out this gladsome news, also announces: "We've killed the speculator and dealt hysteresia a death blow." A killing to be proud of—but it won't do to put away the eggs; the good work will have to be kept up.

Said a calculating American mother to her conceited and self-willed little boy: "Do you want to be like the Germans?" "Of course not," was the indignant reply. "Then don't be so sure of your own superiority and be ready to admit—in your own mind at least—that other boys are as sensible as you are." Much impressed the boy tried to turn over a new leaf, but, after keeping a watchful eye on others, he embarrassedly announced that a lot of his individual acquaintances, old and young, are "just like the Germans."

The GREATEST Phonograph OFFER Made By The Greatest Piano House

The Schmoller & Mueller Piano Co., of Omaha

Anybody can own a

Columbia Grafonola

the worlds oldest and best phonograph and start the New Year with music in the home if they will take advantage of our unprecedented offer of — no money down—30 days free trial—2 to 3 years to pay. Write at once for our special inducement to first buyers and see what a wonderful proposition we have in store for you.



THIS FINE CABINET GRAFONOLA and 18 selections (9 double records) of your own choice, in Oak, Mahogany or Walnut, piano finish, 42 inches high, 19½ inches square with compartment for records, only \$80.85

Fill out this Coupon for Catalog and Full Information.

Schmoller & Mueller Piano Co.,
1311-13 Farnam St., Omaha Neb.

Please send me catalog and full particulars how to try a Columbia Grafonola free in my home, also information about your unexcelled payment offer.

Name
Address 133

Have You a Long Head For Figures

??

YOU want to keep down the running expense of your car.

HOW?

Be different from the autoists who batter the life out of a car by useless speed, unwise driving and constant neglect of little things.

Be careful—it means money in your pocket.

Let us overhaul your engine and put everything in tip-top running shape for the busy season strain. Take good care of your car.

NICOLAI & SON

PHONE 164

AUTO LIVERY GARAGE
AUTO REPAIRING TIRES AND SUPPLIES

LEARN SHORTHAND BY THE NEW, SWIFT, SURE SNELL

INDIVIDUAL—INSTRUCTION METHOD

Let me tell you a bit of a secret, don't let anybody teach you shorthand by the "class" method. It's the slow way, it holds you back, you've got to wait on somebody else. The longer he takes, the longer it takes you. Snell Shorthand is entirely different. The teaching is individual. We study YOU—see just what you want, then plan out a course for YOU—you can advance as fast as others. If you're apt, studious and persevering you can complete the course and qualify for \$60 to \$100 position in only three to four months—no charge if it takes you longer. Send today for full information.

CIVIL SERVICE SCHOOL, KITTREDGE BLDG. DENVER



Dray Phone 54

Residence phone 686 and Blue 574

DYE & OWENS Transfer Line

HOUSEHOLD GOODS moved promptly, and Transfer Work solicited.

"Business as Usual" to be the National idea. "Work for every man and earning power greater than ever before are certain guarantees of continued prosperity and of an ever-widening scope to our business and industrial life."
—J. Ogden Armour, Member Advisory Committee, Council for National Defense.

The Finest Summer Tour in America

'Tis the Burlington's Rocky-Mountain-East-Slope-of-the-Continental Divide-National-Parks tour; three National Parks on one ticket,—Rocky Mountain National-Estes, Yellowstone and Glacier. Tourist tickets from East and Central Nebraska are honored via Denver. Our new Denver-Cody-Billings-Central Wyoming main line makes possible this magnificent circuit tour, and adds to it, 700 miles of mountain panorama between Colorado and the Yellowstone.

Let us tell you more about this wonderful trip and send you descriptive literature.

YOU NOW TOUR YELLOWSTONE IN AUTOMOBILES

J. KRIEDELBAUGH, Agent, Alliance, Neb.
L. W. WAKELEY, General Passenger Agent,
1064 Farnam St., Omaha, Neb.

